

**Minutes of the Public Relations and Markets Committee Meeting held
on Tuesday 10th December 2019 in The Cell, The Old Court House, Bridge Street at 7.00pm**

1. Apologies:

Apologies were received and accepted from Cllr P Wraight, Cllr G Kitching and Cllr A Fisher

Present:

Cllr S Garrett, Cllr M Hine and Cllr J Simpson (Chair)

In Attendance:

Mrs Eileen A Coe (Town Clerk/RFO)

2. Declarations of Interest:

None.

3. Public Comment:

None

4. Minutes of previous meeting:

41101219 Cllr Simpson proposed the minutes of the meeting held on Tuesday 12th November (circulated in draft form prior to the meeting) were approved as an accurate record, which was seconded by Cllr Hine with all in favour.

Cllr Simpson then signed the minutes.

5. Town Council organised events:

Firework Spectacular 2020:

Deferred to next meeting.

6. Markets:

➤ **Quarterly electrical inspection:**

The Town Clerk had met with another contractor who had advised that putting a new pipe in would be an unnecessary expense as he was of the opinion that the covers needed a better seal and the tarmac was lifting around the covers. The other pits all have better drainage and are self-draining so Pit 2 may have concrete in the bottom which would prevent proper drainage..

The Town Clerk was requested to obtain a cost for the work, which would be considered at the next meeting.

The Town Clerk noted that Pit 2 continued to be isolated.

➤ **Market Pitch Applications:**

None.

7. Website:

No business.

8. Communications Strategy Working Group:

External Communications Councillor – list of jobs to co-ordinate and develop – Cllr Hine

➤ **Newsletter/Website:**

An improved newsletter was being discussed with the Office Assistant and Website Manager, also Framfare and Community News in due course. Funding was also being explored for a digital version. Changes to the Annual Newsletter were also discussed – from monthly entries to individual annual reports from each committee, who would be requested to submit copy by the end of February.

➤ **Residents Survey – circulated:**

Draft survey and proposed changes to be circulated to members. Cllr Hine reported on the cost of £384 annually for Survey Monkey.

81101219 It was agreed to recommend approval to Full Council to spend £384 annually for Survey Monkey, to be funded initially from the PR Promotions reserve account.

➤ **Website – new Town Council pages:**

Cllr Hine would co-ordinate and develop new pages for the website, which would be considered by the committee.

➤ **Website – new community pages:**

It was agreed to provide more useful information for residents such as a health and wellbeing section, environment, children, youth, fairtrade, community facilities and news archive etc along with updating the existing pages.

➤ **Website – new online Town Guide plus accessible print version:**

The possibility of an online version would be explored with potential support from ESC.

➤ **Town Council information leaflet and Welcome Pack:**

A new folder would be produced and costs considered by the committee in due course.

➤ **Calendar 2021:**

Photographs to be considered in January. The Town Clerk would arrange a date and time. An art work calendar would be considered for 2022.

Internal Communications – Cllr Garrett

Cllr Garrett would attend the meeting with the Website Manager to talk about designated Councillor emails and document storage on the website. The Town Clerk would contact SALC for advice and compliance with website accessibility rules.

It was agreed that Councillors are collectively responsible for most decisions made by the Town Council, and thus have a common law right, and a justified need, to access all Town Council information unless there are overriding privacy or other concerns.

Clarification on internal communication would also be added to the Communications Strategy.

81101219 It was agreed to recommend approval to Full Council that all committee papers will be available to all Councillors on request, whether or not on the relevant committee, unless there are overriding privacy concerns. (Background information: Investigations are underway to provide secure document storage for council documents that will allow Councillors and office staff controlled access. In the meantime, Councillors may request to see documents for committees on which they do not sit in the Council Office, or request copies from the committee chairman.)

82101219 It was agreed to recommend approval to Full Council that all Committees will include as a standing agenda item consideration of what matters the committee should report to all councillors, and what matters should be communicated to the public. (Background information: Councillors have become aware that we need to be more proactive in communication both within the Council and to the town at large.)

Items for communication to all Councillors

Items for newsletters/external communication

9. Town Council Office matters:

No business

10. Framlingham Signs:

The Town Clerk reported that the remaining three signs had been advertised and sold locally resulting in a £300 deposit.

101101219 It was agreed to donate the £300 received to FAYAP.

11. CCTV:

- Survey responses to date:

It was noted that there had been 31 response in favour and 2 against.

- Quotations:

Two received and noted.

Cllr Kitching had agreed to lead this project and therefore this item would be considered further at the next meeting.

12. Framlingham Business Association:

Report of X19 meetings:

The Town Clerk reported that the Festive Fram Event held on the Market Hill on Saturday 7th December had been very successful, despite the non-appearance of the Christmas tree due to an accident on route, there were an abundance of lights and small trees around the town and the flag pole had been decorated with lights and a star. The FBA would be pursuing the Christmas Tree Suppliers for a refund.

People and Places Survey:

The results of the survey had been presented at the last FBA meeting and had been circulated to all Councillors.

Cllr Hine noted that there had been several surveys recently and an analysis of the surveys may be required to ascertain the meanings. Cllr Hine would undertake this work and present the findings to the Committee as an agenda item for the next meeting.

13. Free Fram WiFi:

Stickers had been provided for the lamp posts and information on the project on www.framlingham.com. Next meeting to be held on 18th December.

The Town Clerk provided a report to date of the Free Wifi coverage from the Market Hill to the Castle, which is designed to encourage footfall and dwell time in the town. In addition it is possible to monitor footfall which is sophisticated enough to recognise the type of visitors to the town. The information is useful to businesses to help them understand who uses the town, the frequency of visits and time spent. It also demonstrated the flow of people which is important for understanding how many people pass the individual shops. There were an increased number of visitors in the town for the FBA Sausage Fest event on Sunday 13th October; there were 3,944 visitors to the town of which 2,441 were new visitors and 1,503 repeat visitors. Within the context of the short time the Free Wifi has been operating, the numbers using it are very good. Elephant Wifi will provide monthly key statistical reports from January 2020 and there may be an opportunity to expand the area down to Riverside and Well Close Square next year subject to confirmation of a funding bid by East Suffolk Council.

14. Wellbeing activities and projects – Cllr Hine

Wellbeing Working Group:

Cllr Hine had met with Mrs Grant and they were working on a joint Inclusivity Community Project and Volunteering in Fram leaflet and obtaining costs for printing.

➤ **Medieval Market July 2020: (750th Anniversary 1270)**

Cllr Garrett reported that he had carried out some research but could not find any evidence of a Market Charter for Framlingham, even though there are references to one. Cllr Simpson agreed to explore the National Archives.

There was some discussion on the proposed event which would consist of: Medieval type craft stalls, Jesters, Morris Men etc to compliment the Saturday Market and all traders would be encouraged to dress accordingly. 11th or 18th July suggested dates.

The Town Clerk would obtain a cost for the Morris Dancers and AA advertising signs in time for the next meeting.

15. Action Plans:

➤ **Updates:**

Medieval Market – July 2020

➤ **Projects to be put forward for local CIL funding:**

None.

16. Correspondence:

None.

17. Floral Fram 2020:

➤ **Self-watering planters:**

Options and costs to be considered at the next meeting.

18. Matters of report or items for next agenda:

The Town Clerk reported that small gifts had been given to the volunteer helpers with the approval of the Chairman.

Next Agenda: Promotional materials - Town mugs, pens and pencils etc

19. Next meeting:

Tuesday 14th January 2020 at 7.00pm

Meeting closed at 20.20